

The Paid Up Front Pricing Workbook

By the end you'll have a program with an end date and a clear outcome, a guarantee you can check, a full price you can defend, a starting price ready for your site, a message that collects payment up front, and a plan for raising your price by adding value.

FREE WORKBOOK 14 PAGES ABOUT 45 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ One program with a named outcome, an end date and a full price
- ✓ A guarantee you and your client can check with a yes or no
- ✓ A starting price line for your site and a message that collects payment up front
- ✓ Your numbers: what a client pays you over their whole time with you, and what one costs to get

INSIDE

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YOUR NAME

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Price Your Personal Training and Online Coaching So Clients Pay Up Front.](#)

STEP 1 OF 6 · LEARN IT

Pick the outcome your program sells

If you sell hours, your client weighs every hour against its price and your income stops when your week is full. A result with a finish line is what people actually want to pay for.

HOW TO DO IT

- 1 Write down the 3 things your best clients said they wanted when they first came to you, in their words. Think jeans, pain, energy, strength. Do not write sessions.
- 2 Pick the one you deliver best and most often.
- 3 Decide how many weeks it really takes a normal client to get there. Be honest.
- 4 Write one sentence: who it's for, what they get, and by when.
- 5 Give the program a plain name that says the result.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

What clients said: "I want to run again without my knees hurting." "I want to fit my old jeans." "I'm tired all the time."

The one I deliver best: getting people running again.

How long it takes: 12 weeks, 3 sessions a week.

My sentence: For adults who stopped running, a 12-week program to get you running 5K again without pain.

Name: Run Again in 12 Weeks.

Your turn on the next page →

STEP 1 OF 6 · YOUR TURN

Pick the outcome your program sells

What your best clients said they wanted, in their words

1. _____
2. _____
3. _____

The one outcome you deliver best

Your program

Who it's for	Length (weeks)	What's included

Your one sentence: For ____, a ____-week program to ____

Program name

- ☐ You're done when you have one sentence that names who it's for, the result, and the end date, with no mention of sessions or hours.

STEP 2 OF 6 · LEARN IT

Write a guarantee you can check

"You'll feel better" can't be measured, so it can't make paying up front feel safe. A promise you both can look at on the last day and say yes or no to is what lets a client hand over the full amount.

HOW TO DO IT

- 1 Pick one result from your outcome sentence you can measure on the last day: a distance, a weight lifted, a size, a test you both watch.
- 2 Write what the client has to do for the guarantee to count. Keep it to things you can check, like sessions attended and check-ins done.
- 3 Decide what you'll do if they did their part and didn't get there. Pick something real you're willing to stand behind.
- 4 Read it out loud. If you'd argue about it at week 12, rewrite it until you wouldn't.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

What we check on the last day: you run 5K without stopping, with me watching.

Your part: show up to at least 33 of 36 sessions and do the 2 home runs I set each week.

My stakes: if you did your part and can't run 5K by week 12, I keep coaching you for free until you can.

Would we argue about it? No. Either you ran it or you didn't, and the attendance is on my calendar.

Your turn on the next page →

STEP 2 OF 6 · YOUR TURN

Write a guarantee you can check

The result you'll both check on the last day

What the client has to do for it to count

What you'll do if they did their part and didn't get there

Your full guarantee in 1 or 2 sentences

Check your guarantee

- ☐ It names a number or a test, not a feeling
- ☐ We can check it on the last day with a yes or no
- ☐ The client's part is something I can track
- ☐ I'm willing to stand behind what I promised

- ☐ You're done when your guarantee passes all four checks and you could read it to a lead without wincing.

STEP 3 OF 6 · LEARN IT

Price the whole program

If you price by the session, every session is a new decision to keep going and every missed week is a chance to drift off. One price for the whole program commits both of you to the finish line.

HOW TO DO IT

- 1 Write the monthly income you want from training.
- 2 Write how many clients you can really coach at once without dropping quality.
- 3 Pick a program price and divide it by the number of months it runs. That's what one client pays a month.
- 4 Use the calculator. If the clients needed is more than you can coach, raise the price or add value until the number fits.
- 5 Write the final price as one number for the whole program. No per-session price next to it.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Monthly goal: \$6,000.

Clients I can coach well at once: 12.

First try: \$900 for 12 weeks = \$300 a month. $\$6,000 / \$300 = 20$ clients. Too many.

Second try: \$1,500 for 12 weeks = \$500 a month. $\$6,000 / \$500 = 12$ clients. That fits.

Final price: Run Again in 12 Weeks, \$1,500, paid up front.

Your turn on the next page →

STEP 3 OF 6 · YOUR TURN

Price the whole program

Do the math

Monthly income goal (\$)

What one client pays a month (\$)

Fill in both boxes.

Clients you can coach well at once

Try different prices

Program price	Months it runs	Paid per month	Clients needed	Fits? (yes/no)

Your final price for the whole program

- ☐
You're done when one program price gets you to your monthly goal with no more clients than you can coach well.

STEP 4 OF 6 · LEARN IT

Check your price against what a client costs you

The cost of getting a client tells you nothing on its own. Until you set it next to what that client pays you over their whole time with you, you can't tell if your price, an ad or an agency is making you money or eating it.

HOW TO DO IT

- 1 List every place your clients came from in the last 3 months: ads, referrals, the gym floor, social posts, an agency.
- 2 For each one, write what you spent on it in those 3 months and how many paying clients it brought.
- 3 Divide spend by clients. That's what one client cost you from that source.
- 4 Write what a client from that source pays you over their whole time with you. Count every program they bought, not just the first.
- 5 Compare the two numbers for each source. If what they pay barely covers what they cost, either your price is too low or that source costs too much.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Ads: spent \$1,200, brought 3 clients, \$400 each. They pay \$1,500 for one program. Keep it.

Referrals: spent \$150 on thank-you gifts, brought 3 clients, \$50 each. Two bought a second program, so they pay \$3,000. Best source I have.

Old flyer service: spent \$600, brought 1 client who paid \$1,500 and left. Cut it.

What I learned: clients who buy a second program are worth double and cost nothing extra to get.

Your turn on the next page →

STEP 4 OF 6 · YOUR TURN

Check your price against what a client costs you

Your last 3 months

Where they came from	What you spent	Clients it brought	Cost per client	What they pay you over their whole time

Your call on each source

Source	Keep, raise price, or cut cost	Why

- ☐
You're done when every source has a cost per client next to what those clients pay you, and a keep, raise or cut decision.

STEP 5 OF 6 · LEARN IT

Show a starting price and collect up front

Without a starting price on your site, you spend calls with people who were never going to buy. Without a clear up-front ask, you slide back into selling sessions booked as you go.

HOW TO DO IT

- 1 Write one line for your site that names the program, the result, and the starting price.
- 2 Set up a payment link for the full program amount.
- 3 Fill in the message below so you send the same clear ask to every lead who says yes.
- 4 Put the line on your site, on the page people see before they book a call.
- 5 From today, offer new leads the program, not pay-as-you-go sessions.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Site line: Run Again in 12 Weeks. Run 5K without pain, or I keep coaching you free.

Programs start at \$1,500.

Message: Hey Dana, great talking today. Run Again in 12 Weeks is \$1,500 for the full 12 weeks, paid up front. That covers 36 sessions, your home running plan and weekly check-ins. If you show up and do the home runs and can't run 5K by week 12, I keep coaching you free until you can. Here's the link to start: [link]. Your first session is Monday at 7am.

Your turn on the next page →

STEP 5 OF 6 · YOUR TURN

Show a starting price and collect up front

Your site line: program, result, starting price

Your up-front payment message

Hey first name, great talking today. program name is full price for the full length, paid up front. That covers what's included. If you their part and don't checkable result by end date, your stakes. Here's the link to start: payment link. Your first session is day and time.

Set it up

- ☐ Payment link made for the full program price
- ☐ Starting price line added to my site
- ☐ Message saved where I can copy it fast
- ☐ New leads offered the program, not sessions booked as you go

- ☐ You're done when your starting price is live on your site and your payment message is saved and ready to send.

STEP 6 OF 6 · LEARN IT

Hold your price and plan your next raise

Drop your price once and you teach that person, and yourself, that your number was never real. Add value instead, raise for new clients first, and sell the next problem so each client is worth more without costing more to get.

HOW TO DO IT

- 1 List 3 to 5 things you could add when someone pushes on price. Pick things that cost you little time but help the result.
- 2 Write the date you'll raise your price for new clients. Only do it when your calendar is full.
- 3 For existing clients, decide how much notice you'll give, what's improved, and how long they keep the old rate.
- 4 Write the next problem your clients usually have after this program ends, and name the program that solves it.

EXAMPLE: MY SALES RULE, AND MAYA USING IT

My sales rule: "If they can pay their car note, they can pay for training." It's about priorities, not money.

So when a lead tells Maya \$1,500 is too much, she holds the price and adds: a weekly check-in text, a form video review, a written warm-up she can do at home.

New client raise: \$1,500 to \$1,700 once all 12 spots are full.

Existing clients: 30 days notice, the new check-in texts as the reason, old rate for 3 more months.

Next problem: after running again, many want stronger legs so they don't get hurt. New program: Strong Legs in 12 Weeks.

Your turn on the next page →

STEP 6 OF 6 · YOUR TURN

Hold your price and plan your next raise

What you'll add instead of cutting your price

1. _____
2. _____
3. _____
4. _____
5. _____

Your raise plan

Who	New price	When	Notice given	Old-rate period

Your notice to existing clients

Hey first name, a heads up before it happens. Starting date, program name goes to new price. Here's why: what's improved. You keep your current rate of old price until end of old-rate period. Any questions, just ask.

The next problem your clients have, and the program that solves it

- ☐ You're done when you have an add-value list ready for the next price push, a date for your next raise, and a named next program.

THE PLAN

Your next 7 days

One small job a day. By day 7 you're selling a program, paid up front, at a price you've checked.

YOUR ANSWERS, IN ONE PLACE

Program and outcome

Guarantee

Program price

Starting price line

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Copy your program sentence and name onto a card and say it out loud until it sounds like you.	☐	
Day 2	Finish your guarantee and read it to one person. If they'd argue with it, rewrite it.	☐	
Day 3	Make a payment link for your full program price.	☐	
Day 4	Put your starting price line on your site, on the page people see before they book a call.	☐	
Day 5	Fill in your last 3 months: what each source cost and what those clients paid you. Cut one source that isn't paying.	☐	
Day 6	Send your up-front payment message to the next lead who says yes. Offer the program, not sessions.	☐	
Day 7	Write your add-value list and your next program, and set the date for your next raise for new clients.	☐	